Third Party Event Handbook

The AMGH Foundation is grateful for the community's support and generosity through third party events. A third party event is any fundraising/promotional activity that is not affiliated with the Foundation. These events provide increased public awareness of the Foundation.

This handbook has been designed to assist organizers in creating and staging a successful third party event. The handbook includes a list of event planning tips and the Third Party Event Proposal Form. The Third Party Event Proposal Form must be submitted to the Foundation prior to organizing the event. The Foundation considers each request and event individually.

The Foundation evaluates and approves third party events based on the following criteria:

- Consistency with the Foundation's Mission, Vision and Values.
- Public relations value of the event.
- Potential for conflict with existing Foundation events or promotions.

The following requirements must be met by the third party event organizer(s):

- The Foundation will not incur any **costs** or **liabilities** associated with third party events.
- The organizer(s) must obtain all necessary permits, licenses, and insurance relating to the event. The Foundation may ask for copies of the above in advance of the event.
- The organizer(s) cannot claim to issue charitable tax receipts for any donation or item on behalf of the Foundation Office, in support the event.
- Organizer(s) are prohibited from setting up a bank account which includes the words or acronyms AMGHF, AM&GHF, or Alexandra Marine & General Hospital Foundation in conjunction with any fundraising event.
- All advertisements and other event-related promotional materials which use the Foundation name and or logo(s) must be approved by the foundation office prior to use.
- The Foundation can rescind approval and require removal of its name and logo at any time.
- The organizer(s) will submit the proceeds from the event within 30 days following the event.

The Foundation can offer assistance by:

- Offering the use of the Foundation name and or logo (with permission).
- Providing Foundation education and promotional materials (brochures, fact sheets etc.)
- Promoting the event throughout the Hospital and to the community as deemed appropriate.
- Providing a letter of support to be used to validate the authenticity of the event and the organizers as deemed appropriate.
- Providing suggestions for event planning/management.

The Foundation cannot offer assistance by:

- Offering reimbursement for expenses.
- Sharing mailing lists of Foundation donors/volunteers/stakeholders.
- Guaranteeing staff or volunteer attendance at the event.

Tips for Organizing a Successful Third Party Event

1. Start brainstorming and planning for the event well in advance of the anticipated date. Be creative and have fun.

2. Decide on the type of event. Evaluate the event based on criteria such as the complexity of hosting the event, number of people required to organize the event, target market, community appeal etc.

3. Submit the Third Party Event Proposal Form, discuss with the Foundation office and receive approval before planning or promoting.

4. Anticipate possible problems and address them early in the planning. Design an alternative plan in case of unforeseen circumstance.

5. Prepare a realistic budget. Decide on the admission fee etc. Review the budget frequently.

6. Decide the date, time and location. Consider other events etc. that might be taking place during the same time period.

7. Create a detailed timeline and review it frequently.

8. Review insurance requirements. Arrange to get licenses and permits ahead of the event.

9. If 'key' individuals are to participate in the event (speakers, performers, caterers etc.), confirm their availability for the dates that have been chosen. Obtain written contracts.

10. Make a list of tangible items (tables, linens, sports equipment) that will be needed for the event. Decide where they will be bought/rented/borrowed from and who will arrange to buy/pick-up/return them.

11. Create a marketing plan for advertising the event. Enlist the help of creative people who can assist with designing a poster and social media posts. The sooner the event is advertised, the better the chance for success. Receive approval from the Foundation on marketing materials using their name and logo.

12. Get the local media involved in helping to promote the event.

13. Reconfirm with 'key' individuals, venue etc. by phone a week to ten days prior to the event.

14. Make sure day-of event volunteers know what they are supposed to do to support.

15. Ensure that there is enough petty cash to accommodate the needs of the event.

16. Concluding the event, thank everyone for a job well done. Thank your volunteers.

Third Party Event Proposal Form

Please complete this form and submit to the Foundation office. Applications must be approved prior to advertising or holding the event.

Group/Individual Planning Event

Name of Person Responsible for the Event

Mailing Address

Town/City

Province

Postal Code

Email Address

( )
Phone Number

Please select a category that best describes your group/organization:

☐ Business ☐ School ☐ Community ☐ Service Club

☐ Other _____

About the Event ☐ Open to the public ☐ By invitation only

Name of Event

Date of Event

Location of Event

Time of Event

Expected # of attendees

Is this event ☐ One Time ☐ Annual ☐ Ongoing

Has this event taken place before? ☐ Yes ☐ No If so, when? _____

Will any other group or organization receive proceeds from the event? ☐ Yes ☐ No

If yes, who and how are the proceeds to be divided?

_____

What is your Cancellation Plan or back up date for the event?

_____

Do you plan to use the Foundation's name or logo? If yes, please indicate how.

_____

Source(s) of revenue: ☐ Ticket Sales ☐ Raffle ☐ Live/Silent Auction ☐ Cash Donation
☐ Sponsorship ☐ Pledges ☐ Merchandise Sales ☐ Other: _____

Event Agreement

By naming the Alexandra Marine & General Hospital Foundation as the beneficiary of a third party event, I/we are required to donate the full amount (or partial amount as approved by the Foundation) raised on the Foundation's behalf. I/we agree that the Alexandra Marine & General Hospital Foundation is not responsible for any expenses related to the event. By signing below, I/we agree that the Alexandra Marine & General Hospital Foundation will receive the proceeds from the event within 30 days following the event.

By signing below, I/we understand that the Foundation will not incur any **costs** or **liabilities** associated with third party events. I/we have read the Third Party Event Handbook and agree to comply with its requirements.

Signature of Applicant(s): _____ **Date:** _____

Please return this form to:
Email: amgh.foundation@amgh.ca
Mail: Alexandra Marine & General Hospital Foundation
120 Napier Street
Goderich, ON N7A 1W5

For questions, please contact the Foundation office at 519-524-8508.

Thank you for supporting quality health care close to home.

For Foundation Office Use:

Date Received: _____ **Date Acknowledged:** _____

Select One: ☐ **Approved** ☐ **Declined**

Staff Member Name: _____ **Date:** _____